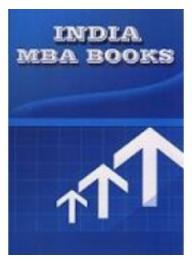
# **CONSUMER BEHAVIOUR**



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## ELECTIVE COURSE - MARKETING-CONSUMER BEHAVIOUR

#### Unit I

Introduction to Consumer Behaviour – Marketing Concept and the discipline of Consumer Behaviour – Customer Value, Satisfaction and Retention – Consumer Research Process – Market Segmentation and Positioning.

#### Unit II

Psychological Influences on Consumer Behaviour: Consumer needs, Goals and Motivation – Personality and Consumer Behaviour – Consumer Perception.

#### Unit III

Consumer Learning, Memory and Involvement – Consumer Attitude - Formation Attitude Change Strategies – Communication and Consumer Behaviour.

#### Unit IV

Sociological Influences on Consumer Behaviour: Influence of Culture and Subculture – Social Class Influences – Reference Group and Family Influences – Household Decision Making – Communication within Groups and Opinion Leadership.

# Unit V

Consumer Decision Making Process: Situational Variables - Problem Recognition - Information Search - Evaluation of Alternatives - Outlet Selection and Purchase - Post-Purchase Action. Innovations and the Diffusion Process - Organisational Buyer Behaviour.

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